What is claimed is:

1. A weather strip for a car comprising:

an U-shaped grip in cross section attached to a flange including a holder part and an insert embedded in said holder part;

and a seal part which performs a sealing function; wherein, said holder part is made of olefinic rubber or thermoplastic resin.

and said insert is made of olefinic thermoplastic elastomer or material comprising filler such as talc or glass fiber.

- 2. A weather strip for a car claimed in claim 1 wherein said thermoplastic elastomer forming said insert is polypropyelen.
- 3. A weather strip for a car claimed in claim 1 wherein said thermoplastic elastomer forming said insert has a Young's modulus in flexure of 2,000 to 5,000 MPa.
- 4. A weather strip for a car claimed in claim 2 wherein said thermoplastic elastomer forming said insert has a Young's modulus in flexure of 2,000 to 5,000 MPa.
- 5. A weather strip for a car claimed in claim 1 wherein said rubber or thermoplastic elastomer forming said holder part has a tensile strength of 2.5MPa or less, preferably 2.0MPa or less, at 100% extension.
- 6. A weather strip for a car claimed in claim 2 wherein said rubber or thermoplastic elastomer forming said holder part has a tensile strength of 2.5MPa or less, preferably 2.0MPa or less, at 100% extension.
- 7. A weather strip for a car claimed in claim 3 wherein said rubber or thermoplastic elastomer forming said holder part has a tensile strength of 2.5MPa or less, preferably 2.0MPa or less, at 100% extension.
- 8. A weather strip for a car claimed in claim 4 wherein said rubber or thermoplastic elastomer forming said holder part has a tensile strength of 2.5MPa or less, preferably 2.0MPa or less, at 100% extension.
- 9. A production method of a weather strip for a car comprising an U-shaped

grip in cross section attached to a flange, which includes a holder part and an insert embedded in said holder part, and a seal part which performs a sealing function, which comprises at least,

an insert forming process in which the insert made of theremoplastic elastomer is extruded by a thermoplastic elastomer extruding machine in an expanded flat configuration or roughly mountain configuration:

a grip forming process in which a grip is formed by co-extruding the insert with the holder part;

a final forming process in which the grip is formed into an U-shaped configuration in cross section by a sizing roll machine while it is cooled down near the melting temperature of the thermoplastic elastomer.

10. A production method of a weather strip for a car comprising an U-shaped grip in cross section attached to a flange, which includes a holder part and an insert embedded in said holder part, and a seal part which performs a sealing function, which comprises at least,

an insert forming process in which the insert made of theremoplastic elastomer is extruded by a thermoplastic elastomer extruding machine in an expanded flat configuration or roughly mountain configuration;

a pattern forming process in which the insert is formed into a pattern by a roll machine;

a grip forming process in which a grip is formed by co-extruding the insert with the holder part;

a final forming process in which the grip is formed into an U-shaped configuration in cross section by a sizing roll machine while it is cooled down near the melting temperature of the thermoplastic elastomer.